

CITY OF SAN DIEGO, CALIFORNIA  
**COUNCIL POLICY**

CURRENT

SUBJECT: ECONOMIC DEVELOPMENT  
POLICY NO.: 900-01  
EFFECTIVE DATE: June 15, 1992

BACKGROUND:

Economic development refers to activities undertaken by the public and private sector to promote job creation and retention and insure a strong diversified economy. Since the 1950's, the City has planned and implemented a variety of economic development programs. Areas of economic development activity include business attraction, business retention and expansion, commercial and neighborhood revitalization, redevelopment, small business assistance, tourism promotion, international trade and development projects involving city-owned land. Success in these activities is dependent upon complementary efforts to provide for public infrastructure, affordable housing, employment and training and environmental quality as well actions in the legislative and regulatory arenas.

PURPOSE:

To provide the framework for a comprehensive economic development program which encourages sustainable economic prosperity throughout San Diego.

POLICY:

1. It is the policy of the City Council to:

Provide for a comprehensive Economic Development Program and Strategic Plan which promotes and sustains a healthy diversified economy throughout San Diego.

Take a pro-active regional leadership role in economic development which includes building a strong cooperative relationship with Mexico to address our mutual economic challenges and opportunities.

Encourage public-private partnerships which increase communication and collaboration between business and government.

Provide for a positive business climate which enhances and promotes the competitiveness of San Diego firms.

Aggressively pursue efforts to create new jobs and support targeted industries.

Promote well managed growth which is environmentally sensitive and maintains San Diego's exceptional quality of life.

Work closely with a variety of organizations including our institutions of higher learning to encourage support and collaboration in our economic development activities.

2. Furthermore, it is the policy of the City Council that the economic development program contain the following elements and goals:

\* Business Retention and Expansion

Assist in the retention and expansion of existing San Diego businesses through focused outreach, ombudsman and public and private incentive programs.

\* Business Attraction

Promote the attraction of businesses which provide employment opportunities for San Diego residents, diversify and strengthen the economic base and contribute to the region's quality of life.

\* Small Business Assistance

Promote the growth and formation of San Diego small businesses, with an emphasis on women and minority-owned businesses, through comprehensive technical and financial assistance and entrepreneurship and technology transfer programs.

\* International Trade

Increase the global competitiveness of San Diego businesses through promotion of international trade and foreign investment, and by the development of partnerships with Mexico and other countries.

\* Tourism

Promote, in coordination with local tourism industry, San Diego as a tourist destination through events and activities, including the arts and culture, which attract tourists to San Diego.

\* Commercial and Neighborhood Revitalization

Encourage revitalization of San Diego's existing neighborhoods through formation and support of business and community organizations, public improvement design and construction, stimulation of private investment and related efforts within older commercial and residential areas.

\* Redevelopment

Utilize redevelopment as a major tool for revitalization of the City's urbanized areas through a comprehensive approach which incorporates community participation throughout the process and involves as appropriate employment, housing, infrastructure, social service and other programs.

3. In addition, in order to insure the success of the Economic Development Program, it shall be the policy of the City Council to:

Enhance San Diego's economic climate and provide access to national and international markets through the planning, development and maintenance of transportation, sewer, water and other key infrastructure systems.

Develop City-owned industrial land to provide opportunities for economic development.

Support programs which improve the quality of San Diego's labor force through education and training and coordinate these efforts with economic development activities to insure that unemployed and disadvantaged San Diegans find employment.

Encourage the development of affordable housing throughout the region.

Insure the development of a regulatory process which is timely, user-friendly, predictable and cost-efficient and which provides a balanced approach to environmental issues.

Advocate for legislative and regulatory change, including periodic meetings with State and Federal representatives, to insure support for the City's economic development efforts.

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Provide for an annual review and a biennial submittal of the Economic Development Strategic Plan.

REFERENCES:

|                        |   |
|------------------------|---|
| Council Policy 000-19, | Legislative Policy Guidelines                                 |
| Council Policy 900-03, | Disposition of City-owned Industrial Property                 |
| Council Policy 900-04, | Industrial Development Assigned Responsibility-Property Dept. |

HISTORY:

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|--------------------------------|------------|
| Adopted by Resolution R-213611 | 06/19/1975 |
| Amended by Resolution R-223090 | 03/19/1979 |
| Amended by Resolution R-251992 | 06/09/1980 |
| Amended by Resolution R-258414 | 05/09/1983 |
| Amended by Resolution R-260765 | 05/22/1984 |
| Amended by Resolution R-261080 | 07/03/1984 |
| Amended by Resolution R-280134 | 06/15/1992 |